

**Pengaruh Harga, Lokasi, dan Kualitas Layanan terhadap Loyalitas
Pelanggan Bus Rapid Transit (BRT) Trans Semarang melalui
Kepuasan Pelanggan sebagai Variabel Intervening**

ARLIEZA WIDYASTUTI

(Pembimbing : Dr. Amron, SE, MM)

Manajemen - S1, FEB, Universitas Dian Nuswantoro

www.dinus.ac.id

Email : 211201302829@mhs.dinus.ac.id

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh Harga, Lokasi, dan Kualitas Layanan terhadap Loyalitas Pelanggan Bus Rapid Transit (BRT) Trans Semarang melalui Kepuasan Pelanggan sebagai Variabel Intervening. Populasi dalam penelitian ini adalah seluruh penumpang BRT Trans Semarang. Teknik pengambilan sampel menggunakan metode non-probability sampling dan menggunakan teknik purposive sampling yaitu dengan kriteria usia minimal 18 tahun dan menggunakan BRT Trans Semarang minimal 2 kali. Metode pengumpulan data menggunakan kuesioner dengan jumlah sampel sebanyak 150 responden dan metode analisis data menggunakan Structural Equation Modeling (SEM). Berdasarkan hasil analisis data dan pengujian hipotesis, maka dapat diambil kesimpulan sebagai berikut: 1) Harga berpengaruh positif dan signifikan terhadap Kepuasan Pelanggan BRT Trans Semarang, 2) Lokasi berpengaruh positif dan signifikan terhadap Kepuasan Pelanggan BRT Trans Semarang, 3) Kualitas Layanan berpengaruh positif dan signifikan terhadap Kepuasan Pelanggan BRT Trans Semarang, 4) Harga berpengaruh positif dan signifikan terhadap Loyalitas Pelanggan BRT Trans Semarang, 5) Lokasi berpengaruh negatif dan tidak signifikan terhadap Loyalitas Pelanggan BRT Trans Semarang, 6) Kualitas Layanan berpengaruh positif dan signifikan terhadap Loyalitas Pelanggan BRT Trans Semarang, 7) Kepuasan Pelanggan berpengaruh positif dan signifikan terhadap Loyalitas Pelanggan BRT Trans Semarang.

Kata Kunci : Harga, Lokasi, Kualitas Layanan, Kepuasan Pelanggan dan Loyalitas Pelanggan

The Influence of Price, Location, and Service Quality on Customer Loyalty of Bus Rapid Transit (BRT) Trans Semarang through Customer Satisfaction as an Intervening Variable

ARLIEZA WIDYASTUTI

(Lecturer : Dr. Amron, SE, MM)

Bachelor of Management - S1, Faculty of Economy & Business, DINUS University

www.dinus.ac.id

Email : 211201302829@mhs.dinus.ac.id

ABSTRACT

This research aims to know the influence of Price, Location, and Service Quality on Customer Loyalty of Bus Rapid Transit (BRT) Trans Semarang through Customer Satisfaction as an Intervening Variable. The population in this research were all passengers of BRT Trans Semarang. The sampling technique using non-probability method sampling and using purposive sampling technique with the minimum age criteria is 18 years old and at least use the BRT Trans Semarang twice. The collecting data method using questionnaire with a sample size as many as 150 respondents and the analytical data method using Structural Equation Modeling (SEM). Based on the results of data analysis and hypothesis testing, it can be concluded that : 1) Price has a positive and significant influence on Customer Satisfaction of BRT Trans Semarang, 2) Location has a positive and significant influence on Customer Satisfaction of BRT Trans Semarang, 3) Service Quality has a positive and significant influence on Customer Satisfaction of BRT Trans Semarang, 4) Price has a positive and significant influence on Customer Loyalty of BRT Trans Semarang, 5) Location has a negative and no significant influence on Customer Loyalty of BRT Trans Semarang, 6) Service Quality has a positive and significant influence on Customer Loyalty of BRT Trans Semarang, 7) Customer Satisfaction has a positive and significant influence on Customer Loyalty of BRT Trans Semarang.

Keyword : Price, Location, Service Quality, Customer Satisfaction and Customer Loyalty